

# TOP 10 COUNTRIES WITH HIGHEST TOURISM REVENUE



The tourism industry has significantly contributed to the global economy, with millions of people traveling to various destinations worldwide each year. According to the World Economic Outlook Report, tourism grew by 2.9% in 2024 and 3% in 2023. The World Economic Forum, in its recently released Travel and Tourism Development Index (TTDI), has analyzed 119 countries to identify the top countries gaining popularity in the tourism industry. Tourism Review presents the top 10 countries for tourism in 2024, based on a comprehensive assessment of safety, business environment, health and hygiene, cultural resources, and tourism revenue.

## 10/ Switzerland

Switzerland provides a beautiful retreat into nature and culture with its Alpine landscapes, pristine lakes, and charming cities such as Zurich. The country's efficient transportation system, high-quality accommodations, and diverse activities make it a desirable destination for travelers seeking a well-rounded experience.

## 9/ Italy

Italy offers a captivating experience through its art, history, and culinary delights, from ancient Rome's ruins to romantic Venice's canals. The country's stunning coastlines, charming villages, and world-renowned wine regions make it a prime destination for travelers looking for a mix of leisure and culture. In 2023, Italy welcomed over 60 million international tourists, contributing \$150 billion to its GDP.

## 8/ China

China offers a captivating blend of ancient wonders, such as the Great Wall, alongside the modern skyline of Shanghai. The country boasts diverse nature, ranging from the Himalayan mountains to the tropical beaches of Hainan Island, providing travelers with many experiences. In 2023, China welcomed over 50 million international visitors, generating \$200 billion in tourism revenue.

## 7/ United Kingdom

The United Kingdom offers a mix of historic sites, such as Edinburgh Castle and Stonehenge, and the rugged beauty of Scotland's Highlands. The country's lively cities, including London and Edinburgh, also draw visitors with their culture, entertainment, and shopping. In 2023, the UK welcomed over 30 million international tourists, contributing \$120 billion to its economy.

## 6/ Germany

Germany offers a vibrant travel experience that combines tradition with innovation. The country's rich history, delicious cuisine, and stunning natural sceneries make it a popular destination for travelers seeking a unique cultural experience. In 2023, Germany welcomed over 35 million

international visitors, generating \$100 billion in tourism revenue.

## **5/ Australia**

Australia, from the Great Barrier Reef to the Outback, offers stunning natural beauty and wildlife encounters. The country's vibrant cities, such as Sydney and Melbourne, also provide travelers with a dynamic mix of culture, cuisine, and entertainment. In 2023, Australia welcomed over 8 million international tourists, contributing \$60 billion to its GDP.

## **4/ France**

France highlights the elegance of Paris and the charm of its countryside, offering a journey filled with art, history, and gastronomy. From the iconic Eiffel Tower to the picturesque villages of Provence, France has a timeless appeal that draws over 80 million visitors annually and generates \$200 billion in tourism revenue.

## **3/ Japan**

Japan, a country that seamlessly blends innovation with ancient traditions, offers a unique travel experience. From the serene temples of Kyoto to the bustling streets of Tokyo, Japan's rich cultural heritage and stunning natural sceneries make it a must-visit destination for travelers. In 2023, Japan welcomed over 30 million international tourists, contributing a substantial \$300 billion to its economy.

## **2/ Spain**

Spain continues to attract travelers with its architectural wonders, including the works of Antoni Gaudí in Barcelona and the historic Alhambra in Granada. The country's beautiful beaches, vibrant festivals, and delicious cuisine make it a top destination for tourists looking for a mix of history, culture, and relaxation. According to the index, Spain welcomed over 70 million international visitors in 2023, generating \$150 billion in tourism revenue.

## **1/ The United States of America**

The United States continues to be the top travel destination, ranking first in the Travel and Tourism Competitiveness Index for 2024. With iconic tourist spots such as the Statue of Liberty and the Grand Canyon, the U.S. offers visitors diverse experiences, from vibrant cities to stunning natural wonders. In 2023, the US welcomed over 80 million international tourists, contributing \$1.8 trillion to the country's GDP.

Date: 2024-05-27

Article link:

<https://www.tourism-review.com/best-holiday-countries-according-to-tourism-revenue-news14431>